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EXAMINER

PARRY, CHRISTOPHER L

ART UNIT PAPER NUMBER

2614

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Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b> 10/027,997	<b>Applicant(s)</b> KOMAR ET AL.	
	<b>Examiner</b> Chris Parry	<b>Art Unit</b> 2614	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 22 October 2001.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-63 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-63 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 22 October 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                        | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)               | Paper No(s)/Mail Date. _____  |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date <u>7/23/2004</u> .   | 6) <input type="checkbox"/> Other: _____                                    |

## DETAILED ACTION

### *Specification*

1. The abstract of the disclosure is objected to because the length exceeds the maximum of 150 words. Correction is required. See MPEP § 608.01(b).

### *Claim Objections*

2. Claim 3 is objected to because of the following informalities: Claim 3, line 1, “**at least one of one of**” should be **--at least one of--**. Appropriate correction is required.

### *Claim Rejections - 35 USC § 102*

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1-7, 9-14, 16-19, 23-32, 34-35, and 37-63 are rejected under 35 U.S.C. 102(b) as being anticipated by Kikinis (U.S. 5,929,849).

Regarding Claim 1, Kikinis teaches the method of “providing a fixed sequence of scenes to be displayed, wherein at least one scene of the fixed sequence of scenes including at least a first selectable display area” by disclosing a viewer will watch a BMW advertisement which includes BMW emblem 57, as shown in figure 2A. A viewer

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may then activate cursor 70 and if the viewer is interested in additional information, the user may use the cursor to touch the region of emblem 57 and then actuate a selection signal (Col. 7, lines 48-60). Kikinis teaches, "receiving data indicating that the first selectable display area has been selected" by disclosing on receipt of the selection signal with the cursor touching the BMW emblem, the system executes browser routines, accessing the WWW, and dials up the WEB server (col. 7, lines 60-63). Kikinis further teaches, "performing a first action associated with the first selectable display area based on the input" by disclosing the TV display is suspended, and the initial WEB page downloaded from the BMW server is displayed instead (Col. 7, line 64 – Col. 8, line 5).

As for Claim 2, Kikinis teaches, "wherein the step of performing the first action includes enabling a display of at least a portion of the information associated with the first selectable display area" by disclosing when the user selects emblem 57, a web page for BMW is displayed as shown in figure 2C (Col. 8, lines 1-37).

As for Claims 3 and 4, Kikinis teaches "wherein information includes at least one of: a content of a website" by disclosing BMW web page shown in window 71 of figure 2C (Col. 8, lines 23-37).

As for Claim 5, Kikinis teaches "wherein the video stream includes at least a portion of the information associated with the first selectable display area" by disclosing in figure 2B, data stream 59 comprises data region 67, which carries the URL associated with the emblem [57] (Col. 7, lines 18-27).

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As for Claim 6, Kikinis teaches "wherein enabling a display of information associated with the first selectable display area includes providing the information associated with the first selectable display area" by disclosing the URL in the data region between frames of the TV transmission, associated with the BMW emblem is the WWW address for dial-up (Col. 7, lines 65-67).

As for Claim 7, Kikinis teaches, "wherein enabling a display of information associated with the first selectable display area includes the retrieving the information associated with the first selectable display area from an external data source" by disclosing the BMW web page is retrieved from the BMW WEB server or "external data source" (Col. 8, lines 1-22).

As for Claim 9, Kikinis teaches, "wherein the step of performing the first action includes obtaining information from a viewer" by disclosing a viewer may be presented with a pre-filled order form to facilitate the process of buying a dealer's product (Col. 8, lines 35-37).

Considering Claim 10, the claimed elements of wherein the step of obtaining information includes displaying a form to be filled out by the viewer, corresponds with subject matter mentioned above in the rejection of claim 9, and is likewise treated.

As for Claim 11, Kikinis teaches "wherein a first visual indicator is used to indicate an availability of the first selectable display area to be selected" by disclosing one or more entity images in frames of a transmission are identified as to position and extent in the frame, and are associated with a WWW URL. As a simplified example, in

an advertisement for a certain brand of automobile, an icon or emblem may be presented in each frame at a particular position in the frame. The emblem could be, for example, the specific emblem used for that brand of automobile, like the well-known Ford<sup>TM</sup>, Chevrolet<sup>TM</sup>, or BMW<sup>TM</sup> emblem. The emblem could be provided in the advertisement in any of the conventional manners known in the art. FIG. 2A is a simplified depiction of a frame 55 displayed with a BMW emblem 57 in the frame at a particular position (Col. 6, lines 50-62).

As for Claim 12, Kikinis teaches "wherein the first visual indicator includes at least one of: a border around the first selectable display area, an display area indicator, or an icon representative of the first selectable display area" by disclosing the use of emblem 57 or "icon". Further, the dynamic image may be enhanced in the display in a manner to indicate to the viewer that the dynamic image is a related region for access for further information. This may be done by outlining in some fashion on the screen, brightness and or contrast adjustment, color variation, or some combination of these or other techniques (Col. 8, lines 54-60).

Considering Claim 13, the claimed elements of wherein the first visual indicator includes a change in a display characteristic of the first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

Considering Claim 14, the claimed elements of wherein the characteristic includes at least one of: a color, a size, or a luminance, corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

As for Claim 16, Kikinis teaches, "identifying a location of a cursor on a display device used to display the fixed sequence of scenes, wherein the cursor is used to select the first selectable display area" by disclosing if the viewer is interested in additional information, he/she may manipulate the cursor to touch the region of emblem 57 and then actuate a selection signal (Col. 7, lines 57-59). The identifying of the location of the cursor is met as CPU 19 must know the location in order to move the cursor in response to the movements made by the viewer. Kikinis teaches "identifying a location of the first selectable display area on the display device" by disclosing data region 67 identifies the position and extent of the BMW emblem in that frame (Col. 7, lines 22-24). Kikinis teaches, "comparing the location of the cursor with the location of the first selectable display area to determine if the cursor is proximal to the first selectable display area" by disclosing it is necessary for CPU 19 to compare the location of the cursor to the region of emblem 57 in order to determine if the viewer has selected the emblem for additional information related to the BMW.

As for Claim 17, Kikinis teaches, "wherein the location of the cursor includes a first coordinate pair and the location of the first selectable display area includes a second coordinate pair" by disclosing a general area such as a rectangular area is associated with the entity, such as emblem 57, to be the area which a viewer may select to initiate the URL (Col. 10, lines 51-55). Further, the region is identified by the

position information or “coordinates” in data region 67 (Col. 7, lines 22-24 and Col. 10, lines 30-37). The cursor has to have a coordinate pair associated so the computer can compare the location of the cursor to the location of selectable area so it can be determined if the selectable area has been selected. Kikinis teaches, “the cursor is determined to be proximal to the first selectable display area when the first coordinate pair is within a specified radius of the second coordinate pair” by disclosing a viewer provides pointer input to activate and manipulate a cursor on the TV screen and the input is processed. When the viewer moves the cursor to the area of the enhanced entity image the viewer can then actuate selection inputs which is processed and the entity is selected (Col. 9, lines 46-52). CPU 19 processes the movement of the cursor so it can be compared to location of the enhanced entity image or “selectable area”.

As for Claim 18, Kikinis teaches “wherein the location of the cursor includes a first coordinate pair and the location of the first selectable display area includes a plurality of coordinate pairs, where the plurality of coordinate pairs represent a polygon used to describe a display area of the first selectable display area” by disclosing a general area such as a rectangular area or “polygon” is associated with the entity, such as emblem 57, to be the area which a viewer may select to initiate the URL (Col. 10, lines 51-55). Further, the region is identified by the position information or “coordinates” in data region 67 (Col. 7, lines 22-24 and Col. 10, lines 30-37). The cursor has to have a coordinate pair associated so the computer can compare the location of the cursor to the location of selectable area so it can be determined if the selectable area has been selected. Kikinis teaches, “the cursor is determined to be proximal to the first selectable



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display area when the first coordinate pair is within an area represented by the polygon” by disclosing a viewer provides pointer input to activate and manipulate a cursor on the TV screen and the input is processed. When the viewer moves the cursor to the area of the enhanced entity image the viewer can then actuate selection inputs which is processed and the entity is selected (Col. 9, lines 46-52). CPU 19 processes the movement of the cursor so it can be compared to location of the rectangular area or “polygon”.

As for Claim 19, Kikinis teaches, “pausing the display of the fixed sequence of scenes before the first action is performed” by disclosing TV display is suspended or “paused” and the initial web page downloaded from the BMW server is displayed instead (Col. 8, lines 3-5). Kikinis further teaches “resuming the display of the fixed sequence of scenes after the first action is performed” by disclosing once the web page is closed, the TV presentation is no longer suspended.

Regarding Claim 23, Kikinis teaches, “identifying a first selectable display area within a video scene” by disclosing step 73 in figure 3B, identifying an entity, such as BMW emblem 57, in a scene to be broadcast, and associating a dynamic URL with the entity (Col. 10, lines 18-23). Kikinis teaches, “determining a first location of the first selectable display area within the video scene” by disclosing step 77 in figure 3B, the location of the identified entity is identified for a broadcast frame relative to frame geometry (Col. 10, lines 30-33). Kikinis teaches, “embedding, in a video stream, the video scene and the first location” by disclosing step 79 in figure 3B, data defining the position of the identified entity and a URL to be associated with the entity is recorded in

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a data region separate from the image data for display frame in the data stream for a broadcast (Col. 10, lines 34-38).

As for Claim 24, Kikinis teaches, "providing the video stream to a viewer" by disclosing set top box 11 which is used to receive data stream 59. Set top box 11 takes the received video stream and outputs the stream to TV 51 or computer monitor 53 as shown in figure 1.

As for Claim 25, Kikinis teaches, "embedding, in the video stream, information associated with the first selectable display area, wherein the information is provided to the viewer upon selection of the first selectable display area" by disclosing when the viewer activates a selection input, the enhanced entity is selected. When the entity is selected, the dynamic URL associated with the enhanced entity is presented on the Internet, and the associated WEB page is downloaded and displayed (Col. 9, lines 45-65).

As for Claims 26 and 27, Kikinis teaches, "wherein the information includes at least one of: text data, 2-D image data, 3-D image data, a content of a website, or form data" by disclosing BMW web page shown in window 71 of figure 2C (Col. 8, lines 23-37).

As for Claim 28, Kikinis teaches, "wherein the step of embedding information includes retrieving information from an external data source" by disclosing the BMW web page is retrieved from the BMW WEB server or "external data source" (Col. 8, lines 1-22).

Considering Claim 29, the claimed elements of associating a first visual indicator with the first selectable display area, where the first visual indicator is to indicate that the first selectable display area is selectable, corresponds with subject matter mentioned above in the rejection of claim 11, and is likewise treated.

Considering Claim 30, the claimed elements of wherein the first visual indicator includes one of: a border around the first selectable display area, an display area indicator, or an icon, corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

As for Claim 31, Kikinis teaches, "identifying a first coordinate pair, the first coordinate pair corresponding to a center of the first selectable display area within the video scene" by disclosing a single (point) position is identified for an entity (Col. 10, lines 51-52). Kikinis teaches "determining a first radius" by disclosing a general area such as a circular area, that comprises a radius of the value  $x$ , that is associated with the entity to be the area which viewer may select to initiate a URL (Col. 10, lines 51-55). Kikinis teaches, "wherein the first radius and the first coordinate pair describe a display area associated with the first selectable display area" by disclosing the circular area associated with the entity describes the area which a viewer may select to initiate a URL (Col. 10, lines 51-55).

Considering Claim 32, the claimed elements of identifying a first location includes identifying a plurality of coordinate pairs, wherein the plurality of coordinate pairs correspond to a plurality of vertices of a polygon describing a display area associated

with the first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 18, and is likewise treated.

Regarding Claim 34, Kikinis teaches, "providing a fixed sequence of scenes of a video stream to be displayed, wherein at least one scene of the fixed sequence of scenes includes at least a first selectable display area" by disclosing a viewer will watch a BMW advertisement which includes BMW emblem 57, as shown in figure 2A. A viewer may then activate cursor 70 and if the viewer is interested in additional information, the user may use the cursor to touch the region of emblem 57 and then actuate a selection signal (Col. 7, lines 48-60). Kikinis teaches, "providing a first visual indicator associated with the first selectable display area to be displayed, wherein the first visual indicator is to indicate an availability of a first action associated with the first selectable display area" by disclosing the use of emblem 57 or "icon". Further, the dynamic image may be enhanced in the display in a manner to indicate to the viewer that the dynamic image is a related region for access for further information. This may be done by outlining in some fashion on the screen, brightness and or contrast adjustment, color variation, or some combination of these or other techniques (Col. 8, lines 54-60). Kikinis teaches "receiving data from a viewer, wherein the data is to indicate a selection of the first selectable display area" by disclosing on receipt of the selection signal with the cursor touching the BMW emblem, the system executes browser routines, accessing the WWW, and dials up the WEB server (col. 7, lines 60-63). Kikinis teaches, "providing information associated with the first selectable display area to the viewer in response to the data" by disclosing the TV display is suspended,

and the initial WEB page downloaded from the BMW server is displayed instead (Col. 7, line 64 – Col. 8, line 5).

Considering Claim 35, the claimed elements of wherein the step of providing information includes enabling a display of at least a portion of the information, corresponds with subject matter mentioned above in the rejection of claim 2, and is likewise treated.

Considering Claims 37 and 38, the claimed elements of wherein information includes at least one of: text data, 2-D image data, 3-D image data, a content of a website, or form data, corresponds with subject matter mentioned above in the rejection of claim 3, and is likewise treated.

Considering Claim 39, the claimed elements of wherein the step of providing information associated with the first selectable display area includes retrieving at least a portion of the information from an external data source, corresponds with subject matter mentioned above in the rejection of claim 7, and is likewise treated.

As for Claim 40, Kikinis teaches, “wherein the video stream includes at least a portion of the information associated with the first display area” by disclosing in figure 2B, data stream 59 comprises data region 67, which carries the URL associated with the emblem [57] (Col. 7, lines 18-27). Kikinis teaches “where the step of providing information includes obtaining the at least a portion of the information from the video stream” by disclosing the URL in the data stream [59] is associated with the BMW emblem and is the WWW address for dial-up (Col. 7, lines 65-67).

Considering Claim 41, the claimed elements of wherein the first visual indicator includes at least one of: a border around the first selectable display area, a display area indicator, an icon representative of the first selectable display area, a change in a display characteristic of the first selectable display area, or a change in a display characteristic of a cursor used to select the first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

Considering Claim 42, the claimed elements of wherein the data received from the viewer includes a location of a cursor used to select the first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 16, and is likewise treated.

Considering Claim 43, the claimed elements of wherein the location of the cursor is compared with a location of the first selectable display area, and where the first selectable display area is considered selected by the viewer when the cursor and the first selectable display area are collocated, corresponds with subject matter mentioned above in the rejection of claim 16, and is likewise treated.

Considering Claim 44, the claimed elements wherein the location of the cursor includes a first coordinate pair and the location of the first selectable display area includes a second coordinate pair, and the cursor is determined to be collocated with the first selectable display area when the first coordinate pair is within a specified radius of the second coordinate pair, corresponds with subject matter mentioned above in the rejection of claim 17, and is likewise treated.

Considering Claim 45, the claimed elements of wherein the location of the cursor includes a first coordinate pair and the location of the first selectable display area includes a plurality of coordinate pairs, where the plurality of coordinate pairs form a polygon representative of a display area associated with the first selectable display area on the display, and the cursor is determined to be collocated with the first selectable display area when the first coordinate pair is located within the display area, corresponds with subject matter mentioned above in the rejection of claim 18, and is likewise treated.

As for Claim 46, Kikinis teaches "selecting the first action to be performed from a plurality of actions associated with the first selectable display area" by disclosing one or more entity images in frames of a transmission are identified as to a position and extent in the frame and are associated with a WWW URL (Col. 6, lines 50-53).

Regarding Claim 47, Kikinis teaches "an interface to receive a fixed sequence of scenes of a video stream, wherein at least one scene of said fixed sequence of scenes includes at least a first selectable display area" by disclosing MPEG decoder 25 (Col. 5, lines 42-52). Kikinis teaches "a graphics engine to render said fixed sequence of scenes for display" by disclosing VGA chip 33 used for driving a TV screen or a computer display screen (Col. 5, lines 50-54). Kikinis teaches, "a viewer input module to receive a viewer input, wherein said viewer input includes a selection of a first action associated with said first selectable display area" by disclosing an infra-red communicating remote 63 adapted for conventional remote functions and also for cursor control and selection by directional buttons 67 and selection buttons 69. Infra-red communication from remote

63 is to receiver 65 in the set-top box (Col. 6, lines 27-31). Kikinis teaches “an action execution module to perform said first action” by disclosing 80486 CPU 19 used to receiving operating code 48 that provides functionality for set top box 11 (Col. 6, lines 1-12).

As for Claim 48, Kikinis teaches “a display device to display said fixed sequence of scenes” by disclosing TV 51 and/or computer monitor 53 in figure 1.

As for Claim 49, Kikinis teaches, “wherein said first action includes enabling a display of information associated with said first selectable display area” by disclosing when the user selects the BMW emblem, the WEB page for the car is accessed and additional information is provided to user about the specific car (Col. 8, lines 1-37).

Considering Claim 50, the claimed elements of wherein said information includes at least one of: text data, 2-D image data, 3-D image data, a content of a website, or form data, corresponds with subject matter mentioned above in the rejection of claim 3, and is likewise treated.

As for Claim 51, Kikinis teaches, “wherein said action execution module is further to retrieve at least a portion of said information from an external data source” by disclosing CPU 19 or “action execution module” is connected to modem 35 which is used to dial-up the BMW web server in order to retrieve the selected dynamic URL as shown in figure 1 (Col. 7, lines 60-65).



Considering Claim 52, the claimed elements of wherein said video stream further includes at least a portion of said information to be displayed, corresponds with subject matter mentioned above in the rejection of claim 5, and is likewise treated.

Considering Claim 53, the claimed elements of wherein a first visual indicator is used to indicate the presence of said first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 11, and is likewise treated.

Considering Claim 54, the claimed elements of wherein the first visual indicator includes at least one of: a border around the first selectable display area, a display area indicator, an icon representative of the first selectable display area, a change in a display characteristic of the first selectable display area, or a change in a display characteristic of a cursor used to select the first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

As for Claim 55, Kikinis teaches "action execution module includes a selection analyzer, wherein said selection analyzer is to: identify a location of a cursor on a display device used to display said fixed sequence of scenes, wherein the cursor is used to select said first selectable display area" by disclosing 80486 CPU 19 or "action execution module" provides management and computing ability (Col. 5, lines 36-37). Further, operating code 48, stored in DRAM 49, provides functionality according to embodiments of the invention, and may be recorded in any conventional manner accessible and executable by CPU 19 (Col. 6, lines 3-6). So, if the viewer is interested in additional information, he/she may manipulate the cursor to touch the region of

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emblem 57 and then actuate a selection signal, such as pressing one of the buttons 69 on the remote. On receipt of the selection signal with the cursor touching the BMW emblem, the system executes browser routines, accessing the WWW, and dials up the WEB server (see server 54 and modem 35 or 39, FIG. 1) described above maintained by BMW on the WWW (Col. 7, lines 57-63). To facilitate the viewer selecting the BMW emblem, the CPU has to monitor the location of cursor 70 in order to identify when the viewer has selected the emblem for additional information. Kikinis teaches, "identify a location of said first selectable display area on the display device" by disclosing data region 67 in frame 59 identifies the position and extent of the BMW emblem in the frame and this data is passed to CPU 19 or "action execution module". Kikinis teaches, "compare the location of the cursor with the location of said first selectable display area to determine if the cursor is proximal to said first selectable display area" by disclosing CPU 19 takes the position information from data region 67 and uses this information to compare the location of cursor 70 to the location of emblem 57.

Considering Claim 56, the claimed elements wherein the location of the cursor includes a first coordinate pair and the location of the first selectable display area includes a second coordinate pair, and the cursor is determined to be proximal to the first selectable display area when the first coordinate pair is within a specified radius of the second coordinate pair, corresponds with subject matter mentioned above in the rejection of claim 17, and is likewise treated.

Considering Claim 57, the claimed elements wherein the location of the cursor includes a first coordinate pair and the location of the first selectable display area

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includes a plurality of coordinate pairs, where the plurality of coordinate pairs form a polygon representative of a display area associated with said first selectable display area on the display, and the cursor is determined to be proximal to said first selectable display area when the first coordinate pair is located within the display area represented by the polygon, corresponds with subject matter mentioned above in the rejection of claim 18, and is likewise treated.

Regarding Claim 58, Kikinis teaches "a system comprising: a processor; memory operably coupled to said processor" by disclosing CPU 19 and DRAM 49 in figure 1. Kikinis teaches "a program of instructions to be stored in said memory and executed by said processor" by disclosing operating code 48, stored in DRAM 49, provides functionality according to embodiments of the invention, and may be recorded in any conventional manner accessible and executable by CPU 19 (Col. 6, lines 1-12). Kikinis teaches, "provide a fixed sequence of scenes to be displayed, wherein at least one scene of the fixed sequence of scenes including at least a first selectable display area" by disclosing a viewer will watch a BMW advertisement which includes BMW emblem 57, as shown in figure 2A. A viewer may then activate cursor 70 and if the viewer is interested in additional information, the user may use the cursor to touch the region of emblem 57 and then actuate a selection signal (Col. 7, lines 48-60). Kikinis teaches, "receive data indicating that the first selectable display area has been selected" by disclosing on receipt of the selection signal with the cursor touching the BMW emblem, the system executes browser routines, accessing the WWW, and dials up the WEB server (col. 7, lines 60-63). Kikinis further teaches, "perform a first action associated

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with the first selectable display area based on the input” by disclosing the TV display is suspended, and the initial WEB page downloaded from the BMW server is displayed instead (Col. 7, line 64 – Col. 8, line 5).

As for Claim 59, Kikinis teaches, “wherein the instructions to manipulate said processor to perform the first action includes instructions to manipulate said processor to enable a display of at least a portion of the information associated with the first selectable display area” by disclosing when the user selects emblem 57, a web page for BMW is displayed as shown in figure 2C (Col. 8, lines 1-37).

Considering Claim 60, the claimed elements of wherein a first visual indicator is used to indicate an availability of the first selectable display area to be selected, corresponds with subject matter mentioned above in the rejection of claim 11, and is likewise treated.

Regarding Claim 61, Kikinis teaches “a computer readable medium, said computer readable medium including instructions to manipulate a processor” by disclosing operating code 48, stored in DRAM 49, provides functionality according to embodiments of the invention, and may be recorded in any conventional manner accessible and executable by CPU 19 (Col. 6, lines 1-12). Kikinis teaches, “provide a fixed sequence of scenes to be displayed, wherein at least one scene of the fixed sequence of scenes including at least a first selectable display area” by disclosing a viewer will watch a BMW advertisement which includes BMW emblem 57, as shown in figure 2A. A viewer may then activate cursor 70 and if the viewer is interested in

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additional information, the user may use the cursor to touch the region of emblem 57 and then actuate a selection signal (Col. 7, lines 48-60). Kikinis teaches, "receive data indicating that the first selectable display area has been selected" by disclosing on receipt of the selection signal with the cursor touching the BMW emblem, the system executes browser routines, accessing the WWW, and dials up the WEB server (col. 7, lines 60-63). Kikinis further teaches, "perform a first action associated with the first selectable display area based on the input" by disclosing the TV display is suspended, and the initial WEB page downloaded from the BMW server is displayed instead (Col. 7, line 64 – Col. 8, line 5).

Considering Claim 62, the claimed elements of wherein instructions to manipulate said processor to perform the first action include instructions to manipulate said processor to enable a display of at least a portion of the information associated with the first selectable display area, corresponds with subject matter mentioned above in the rejection of claim 59, and is likewise treated.

Considering Claim 63, the claimed elements of wherein a first visual indicator is used to indicate an availability of the first selectable display area to be selected, corresponds with subject matter mentioned above in the rejection of claim 11, and is likewise treated.

***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claim 15 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis.

As for Claim 15, Kikinis teaches changing the display characteristics of the enhanced entity. However, Kikinis fails to disclose a change in a display characteristic of a cursor used to select the first selectable display area. The examiner gives Official Notice that it is notoriously well known in the art to change the display characteristics of a cursor when the cursor is touching a hot-link or selectable display area. Accordingly, It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kikinis in order to change a display characteristic of a cursor used to select the first selectable display area for the benefit of providing the viewer with another way to identify a link or selectable area.

7. Claims 8 and 36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis in view of Du Val (U.S. 6,832,388).

As for Claim 8, Kikinis teaches, "wherein the fixed sequence of scenes is provided to a first display device..." by disclosing VGA chip 33 drives the TV screen 51. However, Kikinis fails to explicitly disclose information associated with the first

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selectable display area is provided to a second display device different from the first display device although two display devices are shown. In a related art pertaining to video distribution, Du Val teaches home 34 can view channel 2 on television 36 and link broadcasting computer 20 transmits the ATVEF signals from channel 2 to remote computer 14 (Col. 4, lines 43-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kikinis with the teachings of Du Val in order to display a fixed sequence of scenes on one display device and display information associated with the first selectable area on a second display device for the benefit of making viewing the fixed sequence of scenes and related information more convenient and user-friendly (Du Val – Background).

Considering Claim 36, the claimed elements of wherein the fixed sequence of scenes is provided to a first display device for display and the information is provided to a second display for display, the second display device different from the first display device, corresponds with subject matter mentioned above in the rejection of claim 8, and is likewise treated.

8. Claim 22 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis in view of Chen et al. "Chen" (U.S. 6,912,726).

As for Claim 22, Kikinis fails to disclose providing additional information which includes playing an audio clip. In a related art pertaining to video distribution, Chen discloses linked content typically contains information related to images displayed in or near the hot-link, such information may be in the form of audio (Col. 4, lines 21-24).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kikinis with the teachings of Chen in order to provide additional information in the form of an audio clip for the benefit of hearing an audio clip that is related to images displayed in the program (Chen – Col. 4, lines 21-24).

9. Claim 20 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis in view of Kaiser et al. “Kaiser” (U.S. 6,615,408).

As for Claim 20, Kikinis teaches, “selecting a first action to be performed from...action[s] associated with the first selectable display area” by disclosing If the viewer is interested in additional information, he/she may manipulate the cursor to touch the region of emblem 57 and then actuate a selection signal, such as pressing one of the buttons 69 on the remote. On receipt of the selection signal with the cursor touching the BMW emblem, the system executes browser routines, accessing the WWW, and dials up the WEB server (see server 54 and modem 35 or 39, FIG. 1) described above maintained by BMW on the WWW (Col. 7, lines 57-65). However, Kikinis fails to explicitly disclose selecting a first action to be performed from a plurality of actions associated with the first selectable display area. In a related art pertaining to video distribution, Kaiser teaches associating three separate actions 6400 with selectable area 6100 as shown in figures 6C and 6D. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kikinis with the teachings of Kaiser in order to allow the viewer to select from a plurality of actions associated with a first selectable area for the benefit of allowing the viewer to perform



different actions related to the selectable area or product for example, a product purchase action, a promotion participation action, or an information request action (Kaiser – Summary).

10. Claims 21 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis in view of Dan Kikinis (U.S. 2002/0124264).

As for Claim 21, Kikinis teaches “performing a first action associated with the...selectable display area based on the input” by disclosing the TV display is suspended, and the initial WEB page downloaded from the BMW server is displayed instead (Col. 7, line 64 – Col. 8, line 5). Kikinis fails to disclose explicitly receiving data indicating that a second selectable display area has been selected. In a related art pertaining to video distribution, Dan Kikinis discloses in figure 3, image 300 comprises several selectable links 311-315 (¶ 21). Dan Kikinis further teaches the user may then peruse and access one or more links as desired (¶ 23). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kikinis with the teachings of Dan Kikinis in order to allow a viewer to select a second display area and receive an indicator that a second area has been chosen for the benefit of allowing a viewer to select multiple areas to view additional information about entities on the screen (Dan Kikinis – Background).

As for Claim 33, Kikinis teaches “identifying a...selectable display area within the video scene” by disclosing an entity such as the BMW emblem is identified in a scene to be broadcast to be associated with a dynamic URL (Col. 10, lines 20-23). Kikinis

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further teaches, "determining a first location of the...selectable display area within the video scene" by disclosing the location is identified for a broadcast frame relative to frame geometry (Col. 10, lines 30-33) Kikinis teaches "embedding, in the video stream, the first location of the...selectable display area" by disclosing data defining the position is recorded in a data region separate from the image data (Col. 10, lines 34-38).

However, Kikinis fails to explicitly disclose a second selectable display area. In a related art pertaining to video distribution, Dan Kikinis teaches image 300 comprises multiple selectable links 311-315 or "selectable areas" (§ 21). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kikinis with the teachings of Dan Kikinis in order to have a second selectable display area in a frame for the benefit of allowing the viewer to obtain additional information about more than one item within the frame (Dan Kikinis - § 21)

### ***Conclusion***

11. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Pat. No. 6,570,586 to Kamen et al. – A video signal transmission system transmits a video signal and data corresponding to the location and size of active areas for some of the frames of the video signal.

U.S. Pat. No. 6,778,171 to Kikinis – A method of tracking objects that allows to be tracked across multiple scene changes, without losing track of the selected objects.


U.S. Pat. No. 6,774,908 to Bates et al. – A system and method for tracking an object in a video and linking information thereto.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chris Parry whose telephone number is (571) 272-8328. The examiner can normally be reached on Monday through Friday, 8:30 AM to 4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Examiner's Initials: CuP  
November 14, 2005

  
Patent Examiner  
Art Unit 2614